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NEWSLETTER

UNIVERSITY OF ILLINOIS FILM CENTER

1325 SOUTH OAK STREET · CHAMPAIGN, ILLINOIS 61820

APRIL 1983

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EVALUATION SHARING PROJECT INITIATED

A first step was taken recently to realize one of the dreams of university media directors throughout the nation: university film centers sharing expensive reviews of new films they are evaluating for purchase.

Coordinated nationally by University of Illinois Film Center Publications Editor Ruth R. Rains, the first compilation of 80 reviews resulting from the innovative Evaluation Sharing Project is now a reality. The evaluations are based on the judgments of faculty members and media specialists from 14 universities around the US to help determine what films are ultimately acquired for film libraries that serve the rental needs of the nation's schools, libraries, organizations and businesses. Universities cooperating in this project are members of the Consortium of University Film Centers (CUFC), the national organization of film libraries in universities, founded at the University of Illinois a decade ago.

The need to share evaluations, recognized from CUFC's beginning, has become a fiscal necessity in recent months. It saves money, time and energy for both the university film libraries and their suppliers, the commercial and not-for-profit filmmakers and distributors who bear the cost of providing multiple preview prints for independent evaluations on each campus — a cost passed on to film buyers and renters.

AMERICAN FILM FESTIVAL PRESCREENING COMPLETED

A panel of judges at the University of Illinois Film Center met in mid-February to recommend films to compete for prizes in the American Film Festival. The festival, sponsored by the Educational Film Library Association, the national organization of film libraries in schools, colleges and public libraries, is held annually in New York City.

Chaired by Coordinator of University and Community Programs Robert Bailey, the group screened six one-hour feature-length science documentaries originally produced for television. The panel's deliberations and judgments are confidential and will be combined with the evaluations of jurors who screen the films a second time during the June festival, when prizes will be awarded.

Members of the U. of I. Film Center festival judging committee represent expertise in the areas of content, use and production of films. They are David E. Anderson, professor of geology; Frances D. Bond, publications editor; Richard J. Leskosky, assistant director of the Unit for Cinema Studies; and Linda E. Maxson, associate professor of genetics and development. All are at the University of Illinois at Urbana-Champaign. Members of the U. of I. Film Center staff on the panel include Marla K. Clark, coordinator of acquisitions; Stephen C. Johnson, coordinator of marketing and public relations; and Ruth R. Rains, coordinator of cataloging.

MEDICAL VIDEO PROGRAMS OFFERED

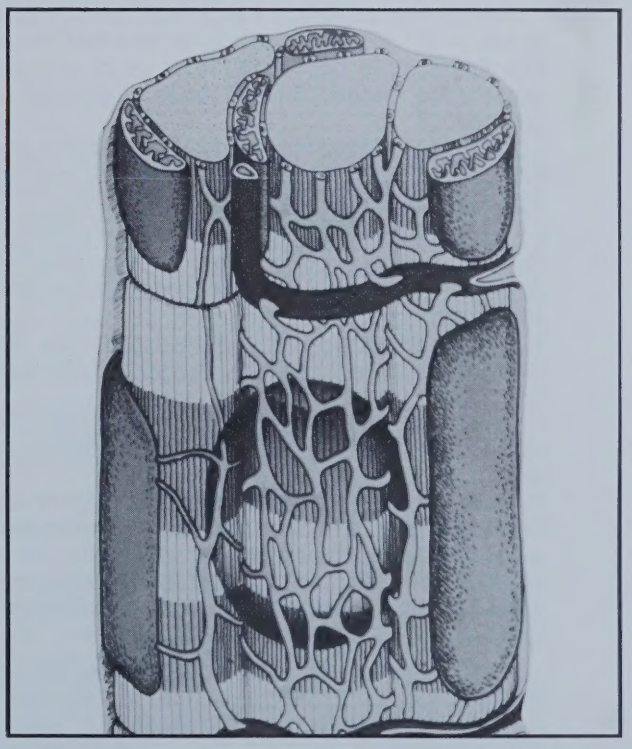
The University of Illinois Film Center is the distributor of medical training programs produced for television by a consortium of French medical colleges and hospitals.

Director Calvin Owens said the programs, on videocassette tapes in 25 subject areas, were designed for medical and allied health care audiences. However, Owens noted, many of them will be useful for nonmedical professionals, general audiences and patients.

The initial selection represents nearly one-fourth of all programs produced by the Association for the Dissemination of French Thought and has just become available for North American distribution. The programs, with either French or English narration, range from 10 to 38 minutes each, Owens stated.

Owens said the U. of I. Film Center has exclusive US distribution and sales rights to the programs and plans to expand the collection. Nearly 400 programs have been produced since 1970.

Subject areas in this series include biochemistry, cardiology, culture and medicine, dermatology, dentistry, endocrinology, gastroenterology, hematology, infectious and parasitic diseases, intensive care, nephrology, neurology, nuclear medicine, obstetrics, ophthalmology, otolaryngology, pediatrics, pediatric and adult psychiatry, rheumatology, surgery (bone, digestive, thoracic, vascular) and urology.



Medical training videocassette tapes produced in France are available from the U. of I. Film Center. Further information, including annotations and rental and purchase prices, can be obtained by calling the appropriate toll-free number.

University of
Illinois Library
at Urbana-Champaign
Oak Street

NEW OPEN UNIVERSITY TITLES AVAILABLE IN ADDITIONAL ACADEMIC AREAS

The University of Illinois Film Center has acquired additional BBC-produced films from the Open University in England. New titles added recently are in the subject areas of comparative religion and the history of mathematics.

Nine new films in comparative religion examine methods for the objective study of religions in relationship to their cultures — aspects of study, relevant evidence, modes of expression, history and geographical setting: Aladura, Greek Orthodoxy, Buddhism, Islam, Judaism, Hinduism.

Eleven new films in the history of mathematics are designed for the study of a number of topics: arithmetic, algebra, geometry and calculus; models, equations, perspective and projection.

Academic areas represented by titles acquired during the last two years include ancient Greece, architecture, art history, biochemistry, biology, chemistry, computer science, earth science, engineering, environmental science, genetics, geography, information systems, music history, oceanography and physics. Faculty from three U. of I. campuses (Urbana-Champaign, Chicago Center and the Health Sciences Center in Chicago) have helped the Film Center select the films from hundreds of available BBC-Open University titles.

The Film Center is the primary rental source in the United States for these films; ordering information and descriptions are available on request.

"BUILDING VALUE SYSTEMS" FEATURED IN NEW FILM CENTER PUBLICATION

The University of Illinois Film Center's nationally distributed publication, "Building Value Systems," was mailed free of charge to all current clients, film users who have ordered films for rental during the year.

This newest edition of the popular twice-a-year update to the U. of I. Film Center's collections features an extensive list of more than 1,000 titles on a variety of topics about value systems for audiences of all ages and backgrounds.

New titles included may be used by guidance counselors, training directors, curriculum developers and human resources administrators. Film topics include:

- *Relating to Schools, Jobs, and Dangers:* Using Schools to Best Advantage; What Schools May Not Teach You; Where the Dangers Are; What Next? Career Information; Job Skills.
- *Relating to Your Body:* Diet and Nutrition; Health and Grooming; Alcohol, Tobacco, Drugs, Self-Medication; Sex Education.
- *Relating to People:* Those at Home; Those Outside the Home; Those with Special Differences; Intercultural Awareness.
- *Feelings:* Fear, Anger, Loneliness; Death and Grief; Depression and Suicide Prevention; Aesthetic Sense, Reverence, Appreciation of Nature.
- *Relation to the World Outside:* Communication; Economic Responsibility; Environmental Responsibility; Vehicle Responsibility; Political Responsibility.

Because of the extensive length of this film list, only a limited amount of film information is included for each entry: title, audience level, running time, order number, stock and rental rate. For additional information about each title, including a complete annotation, the production date, the producer and distributor, consult the general catalog of the University of Illinois Film Center, *Illinois Film, 1981-1983,* and our annual supplements.

More than 350 newly acquired films are annotated and indexed by subject in this special supplement to the U. of I. Film Center's previously published catalogs.

MENTAL HEALTH MEDIA NOW ACCESSIBLE

The American Psychiatric Association's (APA) prestigious collection of more than 80 mental health films and videorecordings, until recently limited for use only by its members, are now available to all clients of the University of Illinois Film Center.

Institutional and individual members of the Hospital and Community Psychiatry Service, headquartered in Washington, DC, together with psychiatrists who are members of the APA, selected and used the collection of tapes and films for staff education, staff inservice training and community education.

Most of the titles in the collection are recent productions by filmmakers and distributors familiar to most film users, such as the distinguished Harvard-based Dr. Edward A. Mason; BBC; NBC; Films, Inc.; Indiana University Audiovisual Center; University of California Extension Media Center; McGraw-Hill; National Film Board of Canada; Phoenix Films and Benchmark Films. Other titles are from less familiar — still authoritative — sources, such as Abbott Laboratories, Nebraska Psychiatric Institute, World Wide Medical Press and Drexel Home, Inc. Approximately fifteen percent of the titles are restricted for use only by professionals in training with mental health services or with medically associated professional audiences.

FILM AND VIDEO ADVANCE: "APA Mental Health," a list of this collection, is available on request at no cost from the U. of I. Film Center.

PRO-MEDIA TV SPOT AIRED

The University of Illinois Film Center was featured in a television presentation during halftime at the University of Illinois-Indiana University basketball game telecast on a regional network Thursday, January 13, 1983.

The two-minute presentation shows how the U. of I. Film Center provides film information and rental services to schools, colleges, libraries, government agencies, community groups, businesses and medical centers throughout the nation as an integral part of the University of Illinois' outreach program.

Media professionals throughout the state as well as film and video clients of the U. of I. Film Center throughout the US appreciate the work of the University of Illinois Office of Public Affairs, directed by John Burness, in providing this positive image of the role of media in education, training and information programs.

TELECULTURE PROGRAMS ADDED

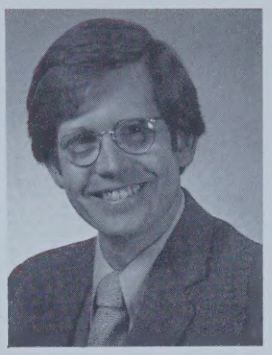
Negotiations were recently completed in New Orleans, the site of COMMTEX International, for the University of Illinois Film Center to represent film and video rental interests of TeleCulture, Inc., a New York-based producer and distributor. The TeleCulture collection consists of domestic and foreign documentary and feature-length productions. They will be available by April.

STAFF MEMBER TO COORDINATE CAMPUS AND COMMUNITY LIAISON

Robert Bailey recently was named to coordinate the University of Illinois Film Center's relations with the University of Illinois at Urbana-Champaign, the University of Illinois at Chicago and the surrounding community.

Bailey is the primary contact for University faculty, staff and students as well as for business, government and industry professionals in the east central Illinois area who use the film and video services of the Film Center. He will direct the outreach program that serves the special needs of local faculty. In addition, he will coordinate film screenings and conferences on both campuses and in the local community.

As a teacher and student academic services professional at UIUC since 1969 and as a long-time resident of Champaign-Urbana, Bailey is familiar with the University and the community. He was twice elected president of the Film Society at UIUC.



Robert Bailey, long-time resident of Champaign-Urbana, is the coordinator of University and community programs for the U. of I. Film Center.

COMPUTER SERIES FOR NOVICE PROGRAMMERS

Showmanship and humor spark a new series of ten films about computers produced by the British Broadcasting Corporation. Each 25-minute full-color film rents for $15.75 from the University of Illinois Film Center. Films in the series are:

- "It's Happening Now," order number 85113, introduces Stonehenge as an early computer of sorts that was used to predict weather and contrasts it with the European Weather Center, where computers enable the prediction and graphic modeling of world weather patterns.
- "One Thing after Another," order number 85101, defines a computer "program" and shows how an automated factory is run using a set of components and a sequence of instructions.
- "Talking to a Machine," order number 85102, discusses computer languages and their differences and demonstrates how codes are assigned to single aspects of complex tasks by showing how a computer-controlled lathe produces a drive shaft.
- "It's on the Computer," order number 85103, demonstrates computer searching on the British Library's information retrieval system, compares electronic storage capacity with paper storage by volume, shows the application of computer control in a large British hospital and likens computer memory to a bank vault.
- "The New Media," order number 85104, shows computer applications in train control in Britain, in France's electronic telephone book, in Germany's instant electronic bank statement and in future office environments.
- "Sound and Moving Pictures," order number 85101, shows applications of computer graphics techniques to the production of animated pictures, gives a large variety of picture samples and closes with a performance in the recording studio on Alphasyntauri, a computer with an organ keyboard.
- "Let's Pretend," order number 85106, examines modeling forward (financial predictions) and modeling backward (analyzing from data how an auto accident occurred) and shows applications of modeling concepts in the European Center for Weather Prediction and in materials-testing for bridge construction.
- "Artificial Intelligence," order number 85107, presents computers as puzzle-solvers and shows how a computer can be said to "learn."
- "In Control," order number 85108, answers the question, "How does a computer control anything?"
- "Things to Come," order number 85109, has futurists speculate on changes in jobs that use people as an interface between machines and restrict computer use and information access.

CONVENTION EXHIBITS SCHEDULED

Film and video users who attend three professional conferences early in 1983 may consult University of Illinois Film Center staff members at an exhibit booth located in the convention exhibit areas at the following meetings:

- *Midwest Film Conference,* March 11-13, Chicago Marriott-O'Hare
- *Triple I Conference,* the joint biannual meeting of three state associations — Illinois Association for Educational Communication and Technology, Illinois Association for Supervision and Curriculum Development and Illinois Association for Media in Education — March 17-19, Hamilton Hotel, Itasca, Illinois
- *American Association of Community and Junior Colleges,* April 24-26, New Orleans

TWO NEW SERVICES FOR U. OF I. CAMPUS AT URBANA-CHAMPAIGN

The University of Illinois Film Center recently inaugurated two innovative services for the faculty, staff and students of the University of Illinois campus at Urbana-Champaign.

In the first new program, three satellite centers serve the needs of faculty members and authorized student groups for free previewing and rental. Staffed and equipped in cooperation with the University's Office of Instructional Resources, the three satellite centers are located for convenience to all parts of the campus:

South: Engineering Hall, Room 405
Central: Davenport Hall, Room 167
North: Education Building, Room 37

Film reservations, pick up and delivery, screenings, catalogs and evaluations are available at each satellite center. A limit of two titles, if available, may be reserved for a free preview when requested no more than 48 hours in advance. There is no limit to the number of rental films that may be reserved when charged to a department account number or other authorization.

The second new service, in conjunction with the vice-chancellor for academic affairs, Roger E. Martin, initiates a special reduced rental rate for films booked by more than 80 UIUC departments and administrative units.

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FILMS ON AGING RECOMMENDED

As a result of the University of Illinois Film Center's 1982 Invitational Conference on media about aging, three new productions — diverse in treatment and content — are now available for rental.

"Aging: The Methusela Syndrome" disproves that some cells can live forever and traces individually distinguished rates of aging to genetic codes. A 1982 production made for public television, this hour-long color film (order number 70589) examines the social and life-quality implications of extending human life spans. It rents for $25 from the U. of I. Film Center.

"Close Harmony," a half-hour film that has won the Cine Golden Eagle Award, an Emmy and an Oscar, tells the story of bridges of friendship built with music between old and youthful choruses in New York. The film was produced in 1981 and rents for $15.75 from the U. of I. Film Center (order number 85032).

"Forever Young" documents the positive lifestyles of 26 active, interested and interesting senior citizens of varied racial and social backgrounds. It is available for rental at $25.50 from the U. of I. Film Center (order number 70575) Critic Judith Crist says, "It's a high just to spend 58 minutes with people who feel that life begins at 60 and gets better."

Concerns of aging and adolescence are considered in "Miles to Go Before I Sleep" (order number 98841) starring Martin Balsam and Mackenzie Phillips. This 1974 feature film (78 minutes running time; $43 rental) can be obtained from the U. of I. Film Center.

OLDER AMERICANS MONTH

The University of Illinois Film Center celebrates Older Americans Month with film screenings and discussions at the Champaign Public Library and Information Center, 505 South Randolph Street, as follows:

Monday, May 2, 7:00 p.m.	"Forever Young"
Monday, May 9, 7:00 p.m.	"Because Somebody Cares" and "Luther Metke"
Sunday, May 15, 2:30 p.m.	"Close Harmony" and "Water from Another Time"
Monday, May 23, 7:00 p.m.	"Miles of Smiles, Years of Struggle"

Cosponsors are the Champaign County Nursing Home Resident Council Association and Citizens for Changing Attitudes about Aging. Reservations are requested. Please call (217) 356-1542 if you plan to attend.

Address correspondence about this *Newsletter* to Dr. Stephen C. Johnson, Coordinator of Marketing and Public Relations, University of Illinois Film Center, 1325 South Oak Street, Champaign, IL 61820. *Newsletter* production services provided by the Office of Printing Services, University of Illinois at Urbana-Champaign: Edit, Fran Bond; Design, Norma Meyers.

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